

## ORDER



KLAS

Orders Order / Rev: 36979  
 Alt Order #: 08849282  
 Product Desc: Issue  
 Estimate: 1615  
 Flight Dates: 08/15/12 - 08/22/12  
 Original Date / Rev: 08/14/12 / 08/14/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: Waterfront Strategies  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
 1010 Wisconsin Avenue  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Patriot Majority  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/22/12	16	\$17,600.00	\$14,960.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	16	\$17,600.00	\$14,960.00	0.00
Totals	16	\$17,600.00	\$14,960.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KLAS	12%	\$17,600.00
Market	100%	\$146,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	23%	\$33,733.33
KTUD	1%	\$1,466.67
KVBC	0%	\$0.00
KVVU	23%	\$33,733.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	8	08/15/12	08/21/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00											
8 NEWS NOW AT 6A																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/15/12</td> <td>08/21/12</td> <td>MTWTF--</td> <td>2</td> <td>\$1,200.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/15/12	08/21/12	MTWTF--	2	\$1,200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/15/12	08/21/12	MTWTF--	2	\$1,200.00	0.00																					
E 2	8	08/15/12	08/21/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00											
CBS This Morning																										

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CBS THIS MORNING																	
Start Date End Date Weekdays Spots/Week Rate Rating																	
Week: 08/15/12	08/21/12	MTWTF--	2	\$1,200.00	0.00												
E 3 8 08/22/12 08/22/12	CBS This Morning	7-9a CM	7-9a	--W----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00					
CBS THIS MORNING																	
Week: 08/22/12	08/28/12	--W----	1	\$1,200.00	0.00												
E 4 8 08/20/12 08/21/12	Live w/Kelly	CM	9-10a	MT-----	:30	3	\$800.00	LV1	0.00	NM	3	\$2,400.00					
Live With Regis & Kelly																	
Week: 08/15/12	08/21/12	MT-----	3	\$800.00	0.00												
E 5 8 08/22/12 08/22/12	Live w/Kelly	CM	9-10a	--W----	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00					
Live With Regis & Kelly																	
Week: 08/22/12	08/28/12	--W----	1	\$800.00	0.00												
E 6 8 08/20/12 08/21/12	8 News Now	Noon M-F CM	12-1230p	MT-----	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00					
8 News Now																	
Week: 08/15/12	08/21/12	MT-----	2	\$1,100.00	0.00												
E 7 8 08/18/12 08/18/12	Politics Now	S Sebelius CM	Various	-----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00					
Politics Now																	
Week: 08/13/12	08/19/12	-----S-	1	\$1,000.00	0.00												
E 8 8 08/20/12 08/21/12	8 News Now	4p M-F CM	4-5p	MT-----	:30	3	\$1,300.00	LV1	0.00	NM	3	\$3,900.00					
8 News Now																	
Week: 08/15/12	08/21/12	MT-----	3	\$1,300.00	0.00												
E 9 8 08/22/12 08/22/12	8 News Now	4p M-F CM	4-5p	--W----	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00					
8 News Now																	
Week: 08/22/12	08/28/12	--W----	1	\$1,300.00	0.00												
Totals																	
															16	\$17,600.00	